

Rev. 09/01  
Modified PTO 1082  
For Other Than A Small Entity

PATENTS

UV-55 Cont.

Applicants : Steven J. Reynolds et al.  
For : SYSTEMS AND METHODS FOR ADVERTISING TELEVISION  
NETWORKS, CHANNELS, AND PROGRAMS

EXPRESS MAIL CERTIFICATION

"Express Mail" mailing label number EV242440216US

Date of Deposit February 19, 2004

I hereby certify that this transmittal letter and the other papers and fees identified in this transmittal letter as being transmitted herewith are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. § 1.10 on the date indicated above and are addressed to Box PATENT APPLICATION, Commissioner for Patents, P.O. Box 2327, Arlington, Virginia 22202.

Mail Stop PATENT APPLICATION  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

  
Julian Garcia

TRANSMITTAL LETTER FOR RULE 53(b)  
CONTINUING PATENT APPLICATION

Sir:

This is a request for filing a ☒ continuation, ☐ divisional, application of pending prior Application No. 09/217,100, (Confirmation No. 8763), filed December 16, 1998.

Transmitted herewith for filing are the ☒ specification; ☒ claims; ☒ abstract; ☒ declaration and power of attorney; ☐ revocation of power of attorney and new power of attorney; for the above-identified patent application.

The enclosed declaration and power of attorney is:

- ☐ Newly executed (original or copy).
- ☒ Copy from a prior application (37 C.F.R. § 1.63(d)).
- ☐ A signed statement is attached deleting inventors named in the prior application (37 C.F.R. §§ 1.63(d)(2) and 1.33(b)).
- ☒ The entire disclosure of the prior application, from which a copy of the declaration is supplied, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.

☒ The prior application, Application No. 09/217,100, filed December 16, 1998 is assigned of record to United Video Properties, Inc., 7140 South Lewis Avenue, Tulsa, Oklahoma 74136.

Also transmitted herewith are:

☒ Nineteen sheets of:

22390 U.S. PTO  
10/783150  
021904

☒ Formal drawings.

☐ Informal drawings. Formal drawings will be filed during the pendency of this application.

☒ A Preliminary Amendment.

☒ An Information Disclosure Statement.

In accordance with 37 C.F.R. § 1.97(b)(1), submission of this Statement requires no fee. However, if for any reason a fee is due, the Director is hereby authorized to charge payment of any fees required in connection with this Information Disclosure Statement to Deposit Account No. 06-1075. A duplicate copy of this transmittal letter is transmitted herewith.

☐ An associate power of attorney.

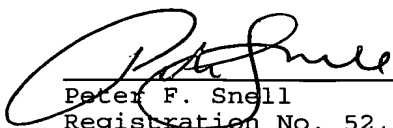
The filing fee has been calculated as shown below:

FOR	NUMBER FILED	NUMBER EXTRA	RATE	FEE
BASIC FEE				\$ 770.00
TOTAL CLAIMS	40	- 20 = 20	x \$ 18	= \$ 360.00
INDEPENDENT CLAIMS	8	- 3 = 5	x \$ 86	= \$ 430.00
<input type="checkbox"/> A MULTIPLE DEPENDENT CLAIM			+ \$290	= \$ 0.00
TOTAL				\$ 1560.00

☒ A check in the amount of \$1560.00 in payment of the filing fee is transmitted herewith.

☒ The Director is hereby authorized to charge payment of any additional filing fees required under 37 C.F.R. § 1.16 in connection with the paper(s) transmitted herewith, or credit any overpayment of same, to Deposit Account No. 06-1075. A duplicate copy of this transmittal letter is transmitted herewith.

☐ Please charge \$\_\_\_\_\_ to Deposit Account No. 06-1075 in payment of the filing fee. A duplicate copy of this transmittal letter is transmitted herewith.

  
Peter F. Snell  
Registration No. 52,235  
Agent for Applicants

FISH & NEAVE  
Customer No. 1473  
1251 Avenue of the Americas  
New York, New York 10020  
Tel.: (212) 596-9000  
Fax: (212) 596-9090